## WHAT IS CLAIMED IS:

- 1 1. A removable internal support for a flexible container having an open end comprising:
- a panel of generally flat rectangular configuration having a first surface, a second surface,
- a top edge, a bottom edge, and a pair of lateral edges; and
- at least one memory retention unit being imbedded in said panel.
- 1 2. The support of claim 1 wherein said panel is constructed from a first sufficiently flexible
- 2 material.
- 1 3. The support of claim 2 wherein said sufficiently flexible material is a polymer.
- 1 4. The support of claim 2 wherein said sufficiently flexible material is a rubber material.
- 1 5. The support of claim 1 wherein said at least one memory retention units are made from a
- 2 second sufficiently flexible material.
- 1 6. The support of claim 5 wherein said second sufficiently flexible material is spring steel.
- 1 7. The support of claim 1 wherein said panel is further defined as having at least one
- 2 channel being formed therein and the number of said at least one memory retention unit being
- 3 equal to the number of said at least one channel with each of said at least one memory retention
- 4 units being located within said at least one channel.
- 1 8. The support of claim 7 wherein said at least one memory retention units are made from a
- 2 second sufficiently flexible material.
- 1 9. The support of claim 8 wherein said second sufficiently flexible material is spring steel.
- 1 10. The support of claim 7 wherein each of said at least one channel extends along the entire

- 2 horizontal length of said panel.
- 1 11. A removable internal support for a flexible container having an open end comprising:
- a panel of generally flat rectangular configuration having a first surface, a second surface,
- a top edge, a bottom edge, and a pair of lateral edges, said panel being constructed from a first
- 4 sufficiently flexible material, said panel further having at least one channel being formed therein;
- 5 and
- at least one memory retention unit made from a second sufficiently flexible material
- 7 being imbedded in said panel, wherein the number of said at least one memory retention unit
- 8 being equal to the number of said at least one channel.
- 1 12. The support of claim 11 wherein said sufficiently flexible material is a polymer.
- 1 13. The support of claim 11 wherein said second sufficiently flexible material is rubber.
- 1 14. The support of claim 11 wherein said at least one memory retention units are made from
- 2 a second sufficiently flexible material.
- 1 15. The support of claim 14 wherein said second sufficiently flexible material is spring steel.
- 1 16. A removable internal support for a flexible container having an open end comprising:
- 2 a panel of generally flat rectangular configuration having a first surface, a second surface,
- a top edge, a bottom edge, and a pair of lateral edges, said panel being constructed from a
- 4 flexible polymer material, said panel further having two channels being formed horizontally
- 5 therein, said panel further having build-up material extending along each of said at least one
- 6 channel such that each of said at least one channel is enclosed within said panel; and

- 7 two memory retention units made from a flexible spring steel material with both of said
- 8 channels receiving one of said two memory retention units.
- 1 17. The support of claim 1 where each of said at least one memory retention unit has a
- 2 rectangular cross-section.
- 1 18. The support of claim 1 where each of said at least one memory retention unit has a
- 2 circular cross-section.
- 1 19. The support of claim 1 where each of said at least one memory retention unit extends
- 2 horizontally along said panel.
- 1 20. The support of claim further comprising a plurality of gripping ridges formed out of said
- 2 panel proximate to said top edge of said panel.